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Pay your quarters, get a tan . (K-Sun Inc. introduces coin-operated sun-tan spray kiosks at beaches)

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Pay Your Quarters, Get a Tan THE LATEST in tan maintenance? How about a tacky tiki beach hut where four bits will get you an all-over spray of sun tan lotion with the sun protection factor of your choice.

The huts are a hit, says Charles "Chuck" King, the Memphis businessman who invented them. He expects to sell 800 of his "sun centers" this year, generating an estimated \$5 million for his K-Sun Inc.

"Basically, people are lazy," says King. "Anytime you can give them the option of something that's quicker, easier and cheaper, they'll accept it."

King's creation sprang from his own frustration. Five years ago, he found himself hauling gritty lotion bottles over the sands. Four years and \$2 million in research costs later, his solution hit the beach. Running on compressed air, rather than electricity, the machines are meant to withstand the elements--even vandals.

Distributors generally pay \$3,500 for each machine, agree to only use K-Sun's lotion and often pay 20% of their gross to the resort owners who house the machines. A sunny day can bring in \$300 in quarters.

With K-Sun's dispensers already in place across the country, the company is looking to go global. "We have a McDonald's mentality," says K-Sun's King of his plans for international expansion. "We want consumers everywhere to walk up to a sun center and know what to expect."

PHOTO : K-Sun hopes to sell 800 "sun centers."

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operators

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